

# STUDENT PRES INJURED AT PROTEST P.3

## CITY COLLEGE NEWS

NOVEMBER 1995

GEORGE BROWN COLLEGE

VOLUME 13, NO. 3

### Alumni mentors to help students with advice, job tips in new program

In the era of networking — when most jobs are unadvertised — who you know is more important than ever.

Now George Brown is offering its students a new way to connect with people who are working in the fields they want to break into.

An alumni mentoring program that started this month will link students with recent college graduates who can pass along advice, industry insider news and maybe even the occasional job tip.

In the next few weeks the free service will match 40 students with about 20 alumni who have expressed an interest in being mentors as part of pilot program that could be expanded if it's successful.

A mentor can make a big difference to a new graduate's career success — he or she is aware of current trends in their field and can offer unique insights into the job market, according to Career and Work Counseling student Frances Cumberland who, along with fellow student Cindy Phillips, are acting as mentoring counselors.

"It can help you cut through a lot of hurdles," she says.

Cumberland says she's hoping to participate in the program herself, while Phillips says she already has a mentor in the career counselling business who encouraged her to take the George Brown program.

"Without a mentor I wouldn't be here," says Phillips.

Without mentors or other contacts, students may miss most of the job opportunities that are available.

Studies have shown that about 80 per cent of all job openings are not advertised — so they only way to find out about them is through a network of contacts, says Phillips.

Both Cumberland and Phillips



Career and Work Counseling program students Frances Cumberland (left) and Cindy Phillips (right) flank George Brown's alumni manager Mary Kennard. They will be linking students with alumni mentors.

warn that a mentoring program isn't designed to get graduates jobs — although that may be a byproduct.

Instead, they should be seen as a way for students to get current information about the field they're studying and start to develop a network of contacts, they say.

Phillips, Cumberland and alumni manager Mary Kennard will be matching students with alumni who have graduated in the last two or three years and who have expressed an interest in playing this role.

They will hold a workshop for students, then give students their mentor's name and number — and then leave the rest to personal chemistry and fate.

Alumni mentoring programs are popular and widespread in the United States where students in some colleges are automatically assigned a mentor.

Alumni become mentors because they want to stay in touch with the college, are grateful for what they learned and they want to help students who follow them.

"They want to give back," says Cumberland.

Both mentors and students can specify the type of person they're linked with — some female students may choose to link with women for instance.

The program is open to any student enrolled in a day or evening program that leads to a diploma or certificate.

Students and alumni can find out about the program or register for it by calling (416)415-2106 between 9:30 a.m. and 4 p.m. on Monday, Tuesday and Wednesdays. They can do the same in person by dropping into room 113C in the main St. James Campus building at 200 King St. E. — at the rear of the Registration Centre.

### College web site up

Attention cyberspace men and women: George Brown has made a first step into your world. The college recently posted its first world wide web site listing college programs and services. The site, which is accessible instantly from around the world by people with the right computers and software, is at: [www.gbrownc.on.ca](http://www.gbrownc.on.ca)



College Creations manager Tanya Vallance shows off a pair of plaid flannel boxers that the student-run Casa Loma shop sells for \$12.99.

### College stores offer great gifts

PSST! DON'T LET THIS OUT but you can avoid the crowds and high prices and buy some great gifts right here at George Brown.

As unlikely as this may seem, it's true. We did the sleuthwork for you. Here's our round-up of holiday shopping opportunities at the college:

**COLLEGE CREATIONS:** This small shop is run by students of the college's Fashion Management program — who learn by doing. They buy from wholesalers then mark-up prices modestly. "We price an item by what we would be willing to pay for it," says manager Tanya Vallance. On a recent visit the shop was selling men's silk ties with Norman Rockwell paintings printed on them for \$6.99. Deep blue glass plates and dessert bowls with gold rims from France were \$4.50 and \$4. Women's cotton and wool blend sweaters by Parkhurst were \$40 and Roots sweatshirts were \$26. Men's flannel shirts in a variety of colours and textures were \$30. Beaded necklaces were \$11.50, earrings ranged from \$2.99 to \$7.99 and London Boy watches were \$25. For people who sew, the store sells polar fleece and fake fur in black, brown and blue at \$13.99 a metre. A set of pre-cut polar fleece pieces to make a toque cost 59 cents. College Creations is open until mid-December on Tuesdays and Wednesdays from noon to 1:30 p.m., Thursdays from 12:30 to 2:30 p.m. and Fridays from 10:30 a.m. to 1:30 p.m. For infor-

mation about current stock, call 415-4866.

**COLLEGE BOOKSTORES:** Look beyond the textbooks and you'll find some great gifts in the stores at Casa Loma and St. James Campuses. For the artist (or diarist) in all of us: Black hard-bound sketchbooks with 220 large pages are \$9.95 and can be beautifully teamed with rectangular wooden sketching pencils by General (\$1.10). Computer buffs can buy Microsoft Office software for \$240, which includes Word, Excel, Powerpoint and Access programs. A backpack with the college's name embroidered in beautiful gold script is \$42.95. The St. James store sells Henckels Four Star knives — but professional quality costs! An 8-inch chef's knife is \$79.80. A ICEL knife from Portugal in the same size with a rosewood handle costs \$24.95. For instant elegance and glamour: slip on a black bow tie (on elastic) for \$8.

**SAC SHACK:** These Student Association stores at Casa Loma and St. James have Far Side cards for \$1.75, wood plaid leather-bill caps in red and green with a neat monogrammed "GBC" for \$9.99 and lined stadium (\$35) or hooded jackets with college identification (including an updated Husky mascot on the front) that can be customized for \$1.60 a letter. Sorry Rodin, but the Husky takes on the *Thinker* pose on the front of a

### Degree deal pending with Minnesota U

George Brown is forging an agreement that would allow college technology graduates to earn an American university degree in as little as a year without ever visiting the U.S.

According to a draft agreement — which is scheduled to be signed before the end of the year — graduates of three-year technology programs would be able to take distance education courses at George Brown offered by Bemidji State University that, along with some general education courses, would earn them a Bemidji Bachelor of Arts degree in Industrial Technology.

The extra courses would be offered on a full-time basis and in the evenings and weekends in George Brown's Bell Centre for Distance Education at Casa Loma to allow students to work during the day.

Under the agreement, some students at Bemidji could take some third-year technology courses at George Brown using the Bell Centre's video and computer technology.

Bemidji State University is located in Bemidji, Minnesota — a city about 150 miles northwest of Minneapolis and 50 miles south of the Canadian border.

The association between George Brown and Bemidji started when college staff met their counterparts from Minnesota while taking distance education teaching courses at Oklahoma State University this summer.

The agreement will be the 13th formal articulation agreement between George Brown and an American university. The college also has 33 agreements with 13 Ontario universities that allow college graduates to obtain credit towards degrees.



## CITY COLLEGE VIEWS

### Bookstore response

To the Editor,

I wish to respond to Karen Newton's letter in the October issue of City College News regarding student treatment. While I cannot address her concerns regarding orientation, instructors or OSAP, I would like to respond to her comments

regarding the bookstore.

In point of fact, I agree wholeheartedly with her about the quality of service currently offered by the St. James Campus bookstore: the physical limitations of a small store serving a large college community are exasperating students, faculty and bookstore staff alike. The college administration has recognized

this problem and has been actively exploring alternatives for a new location for the store within the context of Campus Renewal. Although small consolation to this year's students like Ms. Newton, we anticipate moving the bookstore to larger accommodations in the spring. The new store is being planned with more check-out lanes, high-speed computerized cash-registers and bar-code scanning. The larger facilities will make it easier to find your books and study materials, there will be less out-of-stock situations and the variety of merchandise will be greatly expanded.

With the move of the bookstore anticipated after the January back-to-school rush, we can all expect a hectic second semester. We'll be doing everything we can to make things easier and quicker for everyone. In the meantime, please bear with us as we do our best to serve you through our current facilities.

Along with all the bookstore staff I'm excited about our move, and look forward to welcoming Ms. Newton and all George Brown students in our new store next year.

Daniel Benson,  
Manager of Bookstores

### Check things out!

To the Editor,

I am writing this letter to make people aware of an incident that happened to me a few weeks ago.

One day I was in the library and a friend asked me to take some books outside for her due to an emergency when she had to leave right away. While I was leaving the alarm went off because the books had not been signed out.

Now I have to pay for the consequences of helping someone. My character has been marred, for this person will not come forward to clear up the misunderstanding.

This letter is to let you all know to check things out before taking something from someone — no matter where you are — college, work or in stores. If you don't, you will surely pay for it.

Name withheld on request  
St. James Campus

### This kid came to work

To the Editor,

I'm a 14 year old student currently studying at Jarvis C.I. I'm writing to you concerning my trip to George Brown College as part of Take Our Kids to Work day. It looks like it is a great school. The people were friendly, the building itself is really nice, the teaching equipment looks good as well — especially the graphic design and printing rooms. Before the tour I always pictured myself going to a university far away from central Toronto, but now, because of my visit, I am thinking of coming here. I love the simulation idea

of the cooking courses and the nursing learning centre. They added a lot to the school's great atmosphere. Also, the student-run shops were great. On Thursday, November 9th, I'm going on CBC radio to talk about what a fun "take a kid to work" day I had here. My mom is an artist and when I get home, I will mention what a great art program they have here. It was nice seeing your school and maybe some of your teachers will see me in a few years.

Zack Cooper,  
Jarvis Collegiate Institute

### HAVE YOUR SAY!

If you're concerned about a topic, issue of event that you think will be of interest to students and staff at George Brown — put it down on paper and send City College News a letter, article or story idea. Drop off (or mail it by Canada Post or internal college mail) your submission to:

Editor, City College News  
Marketing Services Department  
George Brown College  
St. James Campus Room 542E  
Toronto, Ontario  
M5A 3W5  
or fax it to 415-2303

The deadline for submissions for our December issue is Thursday, Nov. 23.

Note: City College News will not publish material that, in the opinion of its editorial board and/or legal counsel, could be libelous or could contravene the Ontario Freedom of Information Act or any other municipal, provincial or federal statute. In addition, it will not publish material that includes discrimination on the basis of race, religion, ethnicity, nationality, disability, sex, sexual orientation, age, social class, appearance, occupation, political belief, family status or appearance.

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## NEWS SHORTS

### BOOKSTORE MANAGER HEADS NATIONAL BOOKSELLERS ASSOCIATION

The manager of George Brown's bookstores has been elected president of the Canadian Booksellers Association. Dan Benson now speaks for 1,200 booksellers across the country on issues that vary from tariffs and taxes to censorship and national cultural sovereignty. Membership varies from small independently-owned shops in small towns in B.C. to huge warehouse superstores in the suburbs of Toronto. The association favors laws that protect Canadian ownership of bookstores and the removal of taxes from books. "Until the GST there was no tax on books," says Benson. Canadian bookstores are moving into new technology — adding CD-ROMs to their shelves, but their core business is still selling general interest books, he says. The biggest contributors to the Association member's \$2 billion plus in annual revenue? — women in their 30s who buy the most books. George Brown bookstores at Casa Loma and St. James carry more than 1,200 book titles and have combined annual gross revenue of more than \$3 million.



Dan Benson

### WAL-MART GIVES A JOB TO EVERY GRADUATE OF SPECIAL PROGRAM

Job hunting was not an issue for the 14 people who graduated from the in-college part of a special retail customer service training program on Friday Oct. 27. Every graduate started work with discount retailing giant Wal-mart the following Monday. Wal-Mart, along with the federal government and the Canadian Council on Rehabilitation and Work, sponsored the 52-week program for people with disabilities which was offered by George Brown, Goodwill and Discoverability. Students spent 27 weeks in class and job shadowing, and are now in a 25-week training period at Wal-Mart stores or head office. All will given permanent jobs at the end of the training period. "Barriers to employment are most often a lack of opportunities," Wal-Mart Canada president Bruce West told the graduation.

### BUSINESS STUDENTS ASSIST, EXPLORE AT FIRST WEB SITE DISPLAY

More than 25 George Brown Information Systems and Marketing students were exposed to the cutting edge of corporate communications in October when they helped out at the first Web Site Bazaar organized by the Canadian Advertising and Research Foundation. According to teacher Glenn Fraser, who arranged their participation, the Toronto bazaar featured some of the most innovative sites in Canada including the CBC's. A web site is a combination of words, graphics, video and sound that a growing number of companies and institutions use to communicate with customers and the public. Web sites are accessible to people through computers that are hooked up to the internet — a world-wide network of computers. George Brown recently set up a web site — see the story on page 1.



**FOLLOW ME** - A Fitness and Lifestyle student leads participants in a four-hour aerobathon in October around the Casa Loma gym. The four-hour event attracted more than 125 people who raised more than \$4,000 for athletic scholarships by collecting pledges for their participation. Participants were allowed five-minute breaks every half-hour when snacks and drinks were available.



**BREAK A LEG:** Dignitaries broke a plaster cast of a leg to officially open the new home of George Brown's orthotics/prosthetics programs at the Sunnybrook Medical Centre in October. Retired teacher Jack Bradbury wields the sledge hammer while being flanked by Sunnybrook chief operating officer Tom Klassen (left) and George Brown acting president Frank Sorochinsky. The two programs, which teach people how to make and fit artificial limbs, were previously housed at West Park Hospital.

## Student president injured in Queen's Park protest

Babak Ardoush says he's a vocal advocate for students — and he has the scar to prove it.

The college's new student association president says the new scar on his right eyebrow resulted from an injury received at a recent Queen's Park rally to protest education funding cuts.

Ardoush says he was videotaping the rally from inside police lines when he saw some students being roughly pushed against a wall by police — and decided to intervene.

"I tried to get the camera between the police and the students."

It was in the ensuing scuffle that he got the blow to his head that sent him to hospital for treatment and took him out of classes for a week.

What exactly caused the injury is uncertain.

"I don't know if it was the camera or an elbow or the wall."

Ardoush is taking the injury philosophically.

"Change needs sacrifice and revolution needs blood," he says.

Ardoush says more than 150 students from George Brown, along with some college staff, joined with University of Toronto students at the rally to protest

cuts to education funding in Ontario.

Funding cuts will mean students will pay more tuition and may not have access to programs as colleges cut costs, he says.

"We're going to have a very bad situation very quickly."

The Student Association will try to raise the awareness of students about the effect cuts will have on them — and the people

who follow them to George Brown in coming years, he says.

Ardoush, who became student association president in early November, has been involved with the association since its inception. He has served as a student representative and was elected vice-president for St. James in April 1995.

He is a graduate of George Brown's Community Worker program and withdrew from the Human Services Counsellor program to take the full-time president's job.

Ardoush emigrated to Canada in 1988 from Turkey, where he studied philosophy in university. He is originally from Iran.



Babak Ardoush

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### STUDENT SUCCESS QUICK TIP

#### Go for Baroque:

Studies have shown that listening to Baroque classical music (Bach, Mozart etc.) while you study helps you learn more by relaxing your mind and keeping you alert. **Also:** study at a regular time and place if you can, and take a five minute break every half hour.

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# NOV./DEC. EVENTS

## SPECIAL EVENTS

Nov. 24 - **Entrepreneurship Luncheon** featuring top real estate salesperson Chioma Ikejiam. 11:30 a.m. to 1:30 p.m. Seigfried's Dining Room, 300 Adelaide St. E. Tickets, \$15, include a three-course lunch prepared by George Brown students and chefs. Sponsored by the George Brown chapter of the Association of Collegiate Entrepreneurs (ACE). For tickets call Dawn at 415-2130.

Nov. 28 - **Student Jewellery Sale**, Casa Loma Campus Staff Lounge (Room C422) 10 a.m. to 7 p.m. Work by current Jewellery Arts students will be sold, ranging in price from \$5 up.

Dec. 6 - **Swedish Movie Night**, featuring *House of Angels*, a subtitled feature film from Sweden and a traditional Swedish smorgasbord. Casa Loma Student Lounge, 5:30 to 9 p.m. Tickets are \$4 and are available from counselling offices at Casa Loma and Nightingale campuses, the international office at St. James and the Hospitality Club office at the Hospitality Centre. A bus for the event will leave from St. James at 5 p.m. and stop to pick up people at Nightingale Campus a few minutes later. Sponsored by the International Student Network.

Dec. 9 - **Annual Children's Christmas Party** featuring a hot lunch, entertainment and a visit from Santa. There will also be an emphasis on offering a variety of other cultural customs and traditions. Casa Loma, 10 a.m. to 2 p.m. Tickets: \$10 for children of college staff, \$15 other children, \$6 adults. For information call Rachel Strangis, at 415-4527.

## ENTERTAINMENT

Nov. 23 to Dec. 10 - George Brown Theatre presents the classic drama *The Caucasian Chalk Circle* by Bertolt Brecht. 530 King St. E. Performances at are at 8 p.m. with 2 p.m. matinees on some days. Tickets are \$10 (\$8 for students/seniors). For performance times, information and ticket reservations call (416) 415-2167.

## CITY COLLEGE NEWS

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**GEORGE BROWN**  
THE CITY COLLEGE



## MEETINGS

Nov. 28 - **Annual general meeting of the George Brown College Student**

**Association.** St. James student lounge (north end of the cafeteria) at 4 p.m. Student Centre construction will be discussed. All college students are

welcome to come and meet their representatives.

## COLLEGE CLOSINGS

Nov. 24 - The following **Student Affairs offices and services will be closed all day** for a departmental retreat: alumni, athletics, counselling, career services, financial assistance, special needs, student life, student success. For counselling emergencies call 415-7335. For financial assistance emergencies please go to the cashier's office in Room 113 at St. James. Normal hours for all offices will resume on Nov. 27.

Dec. 22 - **George Brown closes** for the Winter break at noon. It reopens at a normal time on Jan. 2, 1996.

## STAFF WORKSHOPS

Nov. 29 - **Workshop: Conducting an investigation.** Learn how to conduct a fair and unbiased investigation under the Prevention of Discrimination and

Harassment Policy, 8:30 a.m. to noon. Casa Loma, Room C422. To register call 415-4715.

Other staff workshops this month include: **Customer Service, Internet-FTP, Working with a Course Outline, People and Organizations in Transition, and How to Effectively Chair a Meeting.** For information about any of these workshops please call Linda Purser in the Staff Resource Centre at 415-4661.

## RELIGIOUS HOLIDAYS AND FESTIVALS

Nov. 26 - **Day of the Covenant, Baha'i - Martyrdom of Guru Tegh Bahadur Ji, Sikhism**

Nov. 28 - **Ascension of Abdul-Baha, Baha'ii**

Dec. 3 - **First Sunday of Advent, Christian (Gregorian Calendar) - Maunajiyaras, Jainism.**

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